



BROCHURE

WEW

Women Entrepreneurship Workshop

A guide for Saudi Arabian Women with dreams, aspirations and inspiration to build their business skills to become successful entrepreneurs

Offered by the iSAW Foundation and the U.S. Consulate General Dhahran, Saudi Arabia



“If your dreams don’t scare you, they are not big enough”

Shamma Speaks



Women Entrepreneur Workshop

topics will be delivered virtually with local and international trainers and coaches

The workshop series is designed to build knowledge, skills, confidence and courage needed to follow your dreams and aspirations. The classes focus on how to build business opportunities through creativity thinking, innovation and proven techniques. They will be conducted by international and local experts, bridging local context with global experiences and insights.

turning your business
idea into reality

creating a dynamic
business plan

conduct competitor,
industry, market analysis

funding and pitch
for startups

ebbs and flows of the
start-up journey

branding and
marketing

business operations
and continuity

confidence and
determination

Women Entrepreneurship Workshop

US Scholarship Award

Who?

Women in the Eastern Province of Saudi Arabia, who are already an entrepreneur or have aspirations to become an entrepreneur.

What?

30 women will be awarded a **fully paid scholarship** from the U.S. Consulate General, Dhahran to attend the iSAW workshops

How?

Contact the US Consulate in Dhahran to express your interest in the Workshop.
Send an email to DhahranPAS@state.gov with a short paragraph (~300 words) on why this opportunity is important to you.

When?

Applications are due November 5, 2021.
9 Workshops will be delivered virtually, the series runs November 15, 2021, through March 28, 2022. Workshops are held every two weeks on Monday evenings, from 7:00pm to 8:30pm



WOMEN ENTREPRENEURS Certificate, Awards and on-going support



Workshop attendees receive:

- Completion Certificate from the U.S. Consulate General, Dhahran and iSAW international Smart Advancing Women Foundation.
- Top students will be awarded the prestigious iSAW Challenge Coin and Certificate.
- Participants will receive a one-year free membership to the iSAW LIFT Platform, benefiting from all iSAW Services.
- iSAW will provide an Entrepreneurship Habitat within the iSAW LIFT platform for attendees to stay engaged, connected, and obtain ongoing support.